

**Sensor Module****ABSTRACT**

5 The invention relates to a sensor module in a flexible housing with integrated transmission means. A possible application of such a flexible sensor module would be the use as transponder-based tire pressure measuring system. Here, the complete module could be vulcanized into the

10 tire, and the data could be transmitted by means of a standardized receiver unit. The transmission may herein be made by radio or inductively, for example.